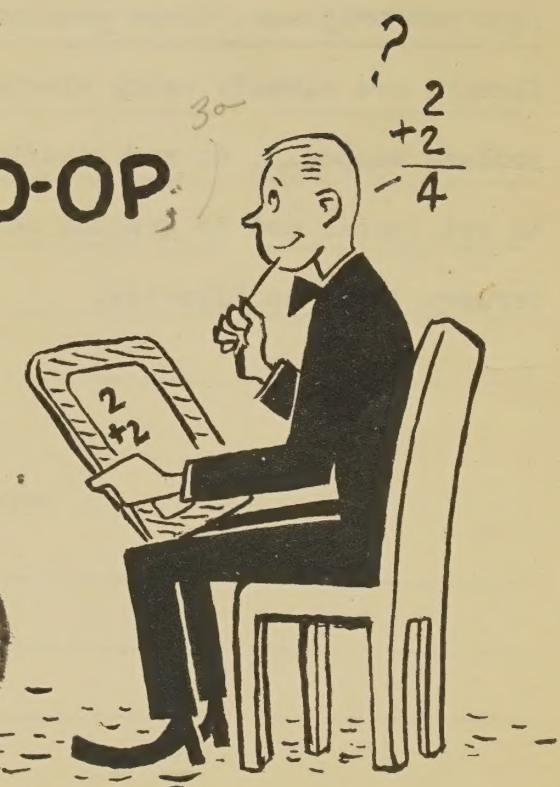
PRELIMINARY 5/23/52

figure for yourself. . .

WHAT ELECTRIC FARMING CAN DO FOR YOUR RURAL ELECTRIC CO-OP



Use this pamphlet at your Board Meeting. It will help you figure out what kind of market you have for electricity and what you can do to serve that market.

UNITED STATES DEPARTMENT OF AGRICULTURE • RURAL ELECTRIFICATION ADMINISTRATION

BUILDING A STRONGER ELECTRIC CO-OP

The problems you are up against today in running a farm or operating a rural electric power system are much alike in many respects:

Your investment is high.

Your costs are rising.

Labor is scarce.

More effective use of electricity on the farm can help meet these problems. Many farmers are already using electricity to replace manpower, to save their own labor, to cut losses and to produce more. Other farmers could do likewise.

A rural electric co-op which helps its farmer-members make such use of electricity not only provides a useful service to its members but helps the co-op itself.

The co-op will increase its revenues because it will sell more kilowatt-hours.

It will improve its member and community relations, because the co-op will be helping its consumers to live better and to make more money.

As the co-op helps its members use electric power to produce more efficiently, it is making an important contribution to the Nation's need for more food and fiber.

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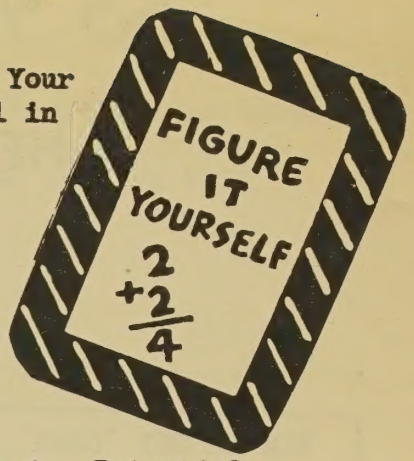
IS THERE A MARKET FOR MORE PRODUCTIVE USE OF ELECTRICITY IN YOUR AREA?

Use this page to figure out the answer. Your manager or county agent can help you fill in figures that are available.



Electric Equipment	Farms With Equipment	Farms Without Equipment	Potential Users	Electric Equipment	Farms With Equipment	Farms Without Equipment	Potential Users
(See County Census Reports for figures)				(Make your best estimate on these)			
Water pump				Milk cooler			
Water heater				Poultry lighting			
Home freezer				Crop driers			
Washing machine				Hoists or elevators			
Chick brooder				Farm shops			
Feed grinder				Pig brooder			
Milking machine							

(List other electrical farm equipment important in your area)

DO YOU NEED TO DEVELOP THIS MARKET?

HERE'S HOW TO FIND OUT WITH A LITTLE FIGURING

1st

Get these figures. Your manager has them available.

HOW TO GET "CASH" ITEM

To determine the approximate "Cash Available for Debt Service" for most systems, fill in the following blanks from information in the "this year" column of your December operating report, that is, form Adm. 29B:

Operating revenue (line D4) $_____

Subtract:

Operating expense (line 24)	$_____	
Taxes (line 32)	$_____	
Replacements (Take 1% of (line 1 Adm. 29A)	$_____	
Total	$_____	$_____

Balance is your cash margin from operations $_____

Now ADD (subtract if red figure)
Non-operating margins (line 51) $_____

CASH AVAILABLE FOR DEBT SERVICE $_____

Year	Cash Available for Debt Service	KWH Consumption Per Consumer	Your Debt Repayment Schedule
1949	_____	_____	_____
1950	_____	_____	_____
1951	_____	_____	_____
1952	_____	_____	_____
1953	_____	_____	_____
1954	_____	_____	_____
1955	_____	_____	_____
1956	_____	_____	_____

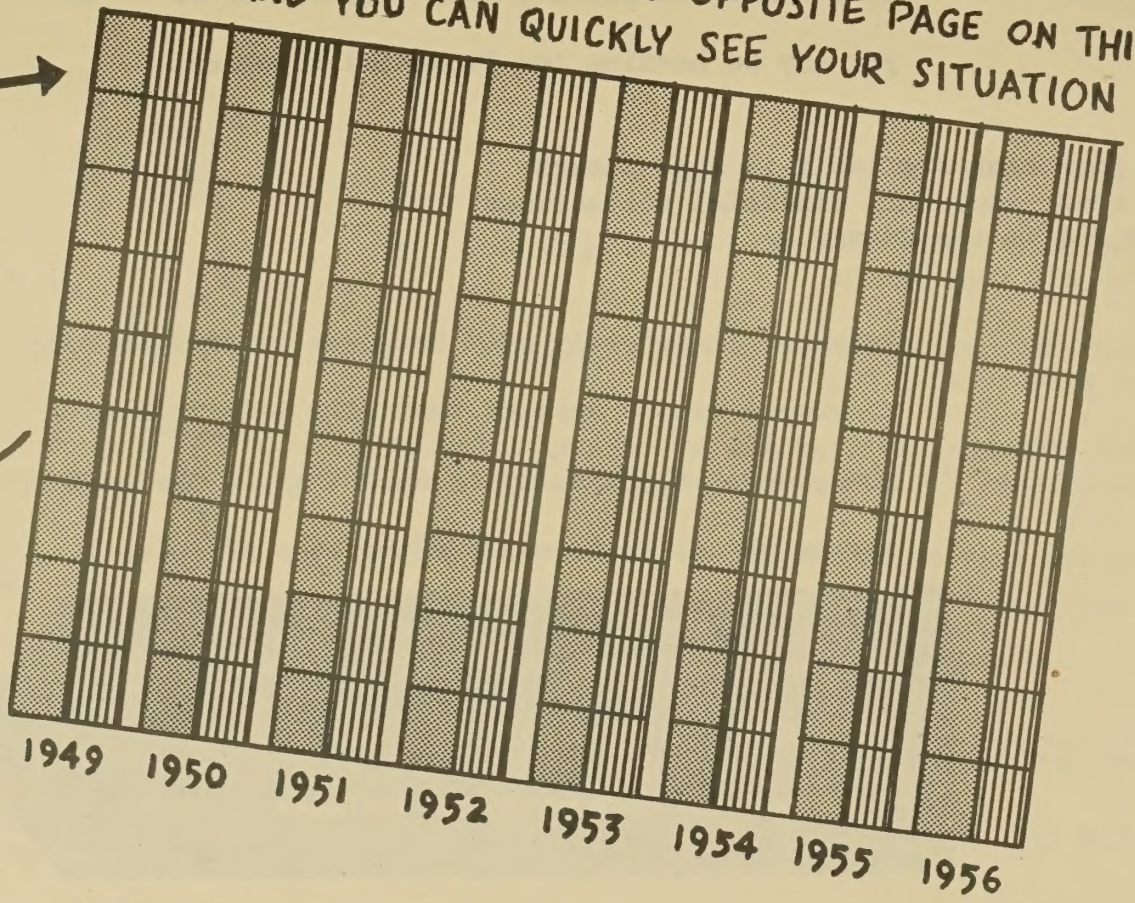
For future years make best estimates you can, making sure to provide for deferred maintenance, operations and replacements.

Your co-op revenue depends upon how many kilowatt hours of electricity you sell. Are these sales going up fast enough to keep up with your debt repayment schedule?

2nd

PUT THE FIGURES FROM THE OPPOSITE PAGE ON THIS GRAPH AND YOU CAN QUICKLY SEE YOUR SITUATION

Select your own scale.



Show cash available for debt service in these columns

Show amounts from debt repayment schedule in these columns

WHAT DO YOUR FIGURES SHOW?

If your cash available tends to lag
behind your debt repayment schedule --

Then you have a job of increasing your revenues --

in other words selling more kilowatt hours -- or

you may be heading for financial troubles.

If your cash available is high enough
to cover your full financial obligations
now and in the future --

Remember it is still good business to provide your

consumers with a service that will help them make

good use of electricity because that is the best

way to reduce unit cost and increase efficiency.

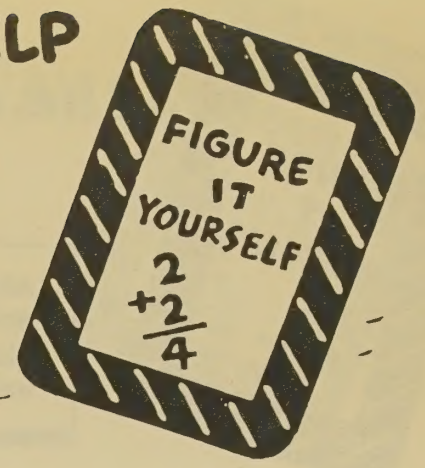
Now in dollars and cents let's see what more

efficient use of electricity means to your

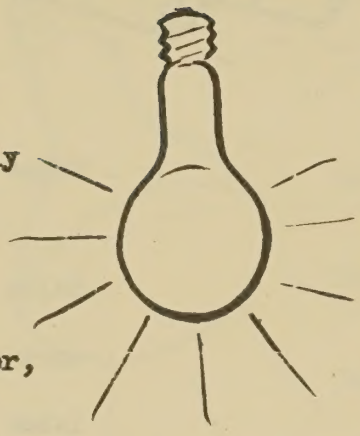
consumer and to your co-op business.

HOW JUST A FEW KILOWATT-HOURS WILL HELP

ASSUME that each consumer decides to improve his farm lighting and uses a 100-watt bulb for just 2 additional hours a day.



HOW THIS BULB HELPS YOUR CONSUMER:



- Helps him increase production, especially through its use for poultry lighting, poultry brooding and other heating uses.
- Helps him do a quicker, better and safer job.
- Helps him lengthen his work day.
- Helps him prevent eye strain.
- Gives him a brighter and more pleasant place in which to live and work.

H O W I T H E L P S Y O U

1st You figure out extra watt-hours used per consumer per day:
100 watts x 2 hours = 200 watt-hours.

2nd You figure out extra watt-hours per consumer per year:
200 watt-hours x 365 days = 73,000.

3rd You convert to kwh used per consumer per year:
(1,000 watt-hours = 1 kwh) 73,000 ÷ 1,000 = 73.

4th You convert to additional revenue per consumer per year:
73 kwh x $_____* = $_____.

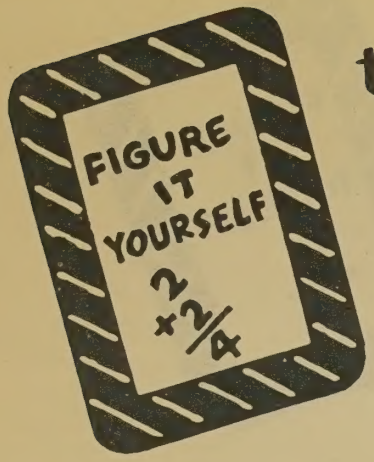
5th You apply it to your membership:

$_____ x $\frac{\text{\_\_\_\_\_}}{\text{(number of consumers)}}$ = $_____.

HERE'S WHAT IT MEANS TO YOU

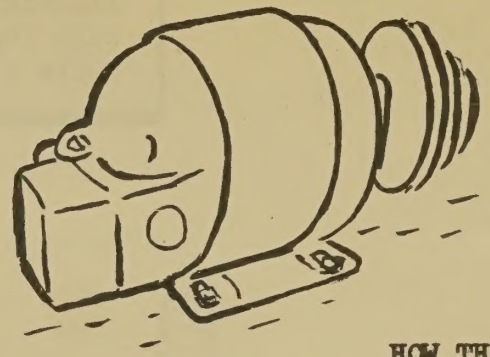
*Rate at the bracket beyond present average use.

*THIS IS JUST **ONE** PRODUCTIVE USE - SEE NEXT 2 PAGES FOR More Examples*



the motor . . . HOW IT PAYS ITS WAY

ASSUME that one-fourth of your consumers add a 1/2 hp motor to their equipment and that each uses the motor 1 hour a day.



HOW IT HELPS YOU

1st You figure out extra watt-hours used per consumer per day:
($\frac{1}{2}$ hp motors use about 600 watts).
600 watts used 1 hr. = 600 watt-hours.

2nd You figure out extra watt-hours used per consumer per year:
600 watt-hours x 365 days = 219,000.

3rd You convert to kwh used per consumer per year:
(1,000 watt-hours = 1 kwh).
219,000 ÷ 1,000 = 219.

4th You convert to additional revenue per consumer per year:
219 kwh x $ _____* = $_____.

5th You apply it to one-fourth of your consumers:

$_____ x _____ = $_____
($\frac{1}{4}$ of consumers)

HERE'S WHAT IT MEANS TO YOU

* Rate at bracket beyond present average use.

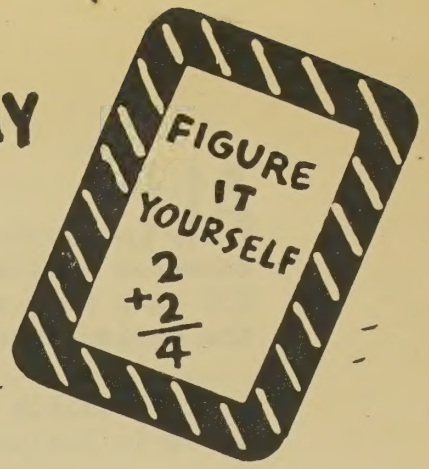
HOW THIS MOTOR HELPS YOUR CONSUMER

. Helps him save labor.

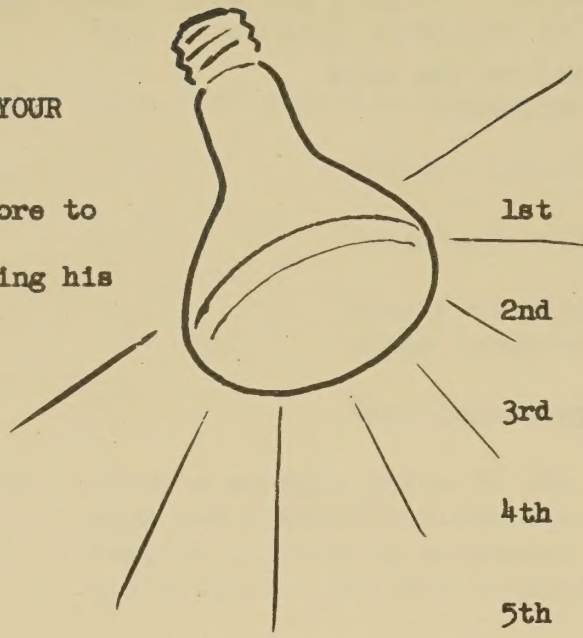
. Helps him produce more by doing work for which he might not have labor available.

. Helps him improve the quality of his products.

the heat lamp brooder . . . HOW IT PAYS ITS WAY



ASSUME that 100 of your farm consumers add heat lamp brooders (4 lamps of 250 watts each) to their equipment and use them for a brooding period of 21 days.



HOW IT HELPS YOUR CONSUMER

. Helps him get more to market by reducing his losses of:

- . Chicks
- . Pigs
- . Poults
- . Lambs
- . Calves

H O W I T H E L P S Y O U

1st You figure out extra watt-hours used per consumer per day:
4-250 watt lamps used 24 hours = 24,000 watt-hours.

2nd You figure out extra watt-hours used per consumer for the brooding period of 21 days: 24,000 x 21 = 504,000.

3rd You convert to kwh used per consumer for brooding period:
(1,000 watt-hours = 1 kwh) 504,000 ÷ 1,000 = 504.

4th You convert to the additional revenue per consumer for brooding period: 504 kwh x $_____* = $_____.

5th You apply it to the 100 consumers:

$_____ x 100 = $_____.

HERE'S WHAT IT MEANS TO YOU

* Rate at bracket beyond present average use.

ALL productive uses of electricity on the farm -- like those given in the examples on the preceding pages -- pay their way. There are at least 250 such uses of electricity on the farm. Many of them are suited to the agriculture of your area.

It is possible for you to make these uses help your consumers and your electric business. You can do it with an ELECTRIC FARMING CAMPAIGN. Such a campaign is simply a planned effort to get more productive equipment into use on the farms you serve.

Suggestions for a campaign to fit your needs are listed on the next few pages. Here is how you can get such a campaign rolling:

- YOU AS A BOARD ADOPT YOUR POLICY ACTION AND DIRECT YOUR MANAGER TO STEP UP YOUR POWER USE PROGRAM.

- YOU HELP YOUR MANAGER SELECT A YEAR 'ROUND USE AND A SEASONAL USE TO PROMOTE.

- YOU SEE THAT YOUR STAFF GETS A REAL PROMOTION AND EDUCATION PROGRAM UNDER WAY.

campaign suggestions

I. THE KICK-OFF -- A MEETING WITH YOUR EMPLOYEES.

Date for Doing and Person Assigned

➡ Mobilize them by telling them the why and the importance of the campaign to your consumer, your electric business and the Nation. Show them how increased kwh use helps the consumer and your business. (Pages 7, 8 and 9). _____

➡ Get their suggestions on the power uses to promote.

➡ Show them the potential market for appliances and productive electrical equipment in your system area. (Page 3).

➡ Give them specific assignment such as contacts with:

Dealers and distributors. _____

Press and radio. _____

County Extension Service, other agencies. _____

Farm organizations. _____

➡ Offer a monthly prize to the employee (excluding the manager and electrification adviser) who shows the best results in getting consumers to install the appliances and equipment you are promoting. Make it worthwhile.

II. ENLIST HELP OF DEALERS AND DISTRIBUTORS IN YOUR AREA

Date for Doing and Person Assigned

- Get their suggestions of productive power uses to promote. Poll them for this information.
- Show them the potential market for appliances and productive electrical equipment in your area. (Page 3). Send this information to them or call a meeting and give it to them.
- Offer your assistance in staging demonstrations.
- Suggest that they tie-in their advertising and window displays with the power uses you are promoting.
- Offer them exhibit space in your office.
- List them in your publicity as participants in the campaign. (Newsletters, State papers, special literature, advertisements).
- Urge them to exhibit appliances and equipment at your annual meeting and other meetings. Help them do it.
- Offer to help them get promotional literature (leaflets, pamphlets and posters) that stresses the value of electric farming in terms of increased production and income.
- At regular intervals provide them with list of new members.
- Keep them informed. Send them a copy of all material you prepare in connection with your campaign.

III. GET HELP OF OTHERS WHO HAVE A REAL STAKE IN INCREASING PRODUCTION.

Date for Doing and Person Assigned

These include:

County Extension workers and vocational teachers.
County Agriculture Mobilization Committees.
Farm organizations.

➡ Emphasize the potential of electric power as a means of increasing production and improving the standard of living. Stress it as one of the best hopes of boosting production. Show them the potential market. (page 3).

➡ Get their suggestions on the power uses to promote.

➡ Get their endorsement of the campaign. Publicize it.

➡ In cooperation with your Extension workers and vocational teachers set up a series of demonstrations on the power uses you are promoting. Stage them on farms where practical installations have been made, at your office, at your annual meeting, at community events.

➡ Offer to provide your county agent with demonstration equipment. Help him set it up. Arrange for consumers who are using such equipment to explain how it helps them produce more with less labor and how it improves their farm living and income. Get their testimony and publicize it.

NOW SUPPORT YOUR CAMPAIGN

FIRST: Establish a regular means of communicating with your consumers. This is necessary in order to let them know about the benefits of the power use you are pushing. It can be done with:

Date for Doing and Person Assigned

- ☐ Post Cards
- ☐ Newsletters
- ☐ Circular Letters
- ☐ State Papers

(Check the one or more you want to use.) _____

SECOND: Supplement your regular contact. This can be done with:

Releases for the press and radio announcing events and developments of your campaign.)

Paid radio and newspaper advertisements stating how the power use you are promoting helps consumers produce more and live better.)

Posters encouraging use of power. These can be obtained from REA.) _____

)

Leaflets and pamphlets dealing with the uses you are promoting. These can be obtained from dealers, distributors and manufacturers. REA also makes power use leaflets available for distribution. But the best use of these can be made by incorporating their background information into a leaflet of your own which would localize the benefits of the electric equipment you are promoting.)

On-the-farm demonstrations showing that electric farming pays its way and gets more to market. _____

THIRD: Arrange for consumer credit.

If existing financing is inadequate, make inquiry into use of REA Section 5 loans. _____

Just a starter

The campaign outlined here is a starter for a new program or a booster for your present program.

After you are under way plan a continuing program to provide your CONSUMERS with a real service, to help your ELECTRIC BUSINESS increase revenue, and to help your NATION produce more food and fiber.

Remember

ELECTRIC FARMING GETS MORE TO MARKET